

Ahead of the game...



Century Electronics...

Many successful companies begin life as an idea – an idea that fulfils a need in the market place. Century Electronics is one of those companies.

Some years ago when video games were introduced, they were a breath of fresh air for the coin operated entertainments business. Operators and location-owners alike were delighted with the new phenomena as it swept through the land providing profits for everyone. But like all good things it just couldn't last forever.

As players mastered the new techniques they rapidly became bored and demanded fresh challenges. Location-owners, fearful of falling takings were just as anxious to give them what they wanted.

The novelty syndrome had begun!

Some manufacturers introduced new games or novel effects to re-vitalise old ones, and as each new cabinet was wheeled on location the old one gathered dust in the corner.

For a while this was acceptable but as the novelty syndrome gathered momentum and game life grew shorter it became increasingly impracticable for the operator to fund this rapid turnover of cabinets. At the same time the location-owner was prepared to turn to anybody that could keep his players happy and his takings up.

It was about this time that two young engineers had the idea that would solve the problems of both the operator and the location-owners.

CVS was born and Century Electronics was determined to stay 'ahead of the game'.

**Creators of the world's No.1
programmable video game
system.**



CVS is the Convertible Video System devised by Century Electronics and despite the fact that it is the result of massive research and development, the concept is simplicity itself!

Unlike the old days when a new game meant a new cabinet, CVS enables a



single cabinet to achieve complete game change again and again at a fraction of the original cabinet cost.

But the savings don't end there – because the CVS game is housed in a handy program module that simply plugs into the universal printed circuit board, the game change can be completed on location in just a few moments, economising on both labour and haulage costs.

This cost-effective system uses three microprocessors controlling speech and sound as well as the game itself, providing an audio visual powerhouse light years ahead of its time.

CVS is available on new machines from Century Electronics but existing cabinets can readily be converted to accommodate this unbeatable concept.



The CVS games themselves are entirely original and any attempt to describe them with words would be a poor substitute for the lively visual and audio effects which need to be experienced 'live' to be appreciated.

At Century Electronics three software development teams, in collaboration with the world's leading electronics organization, are continuously at work developing and producing new games for the system, enabling the progressive operator to be where he must always aim to be – ahead of the game.



